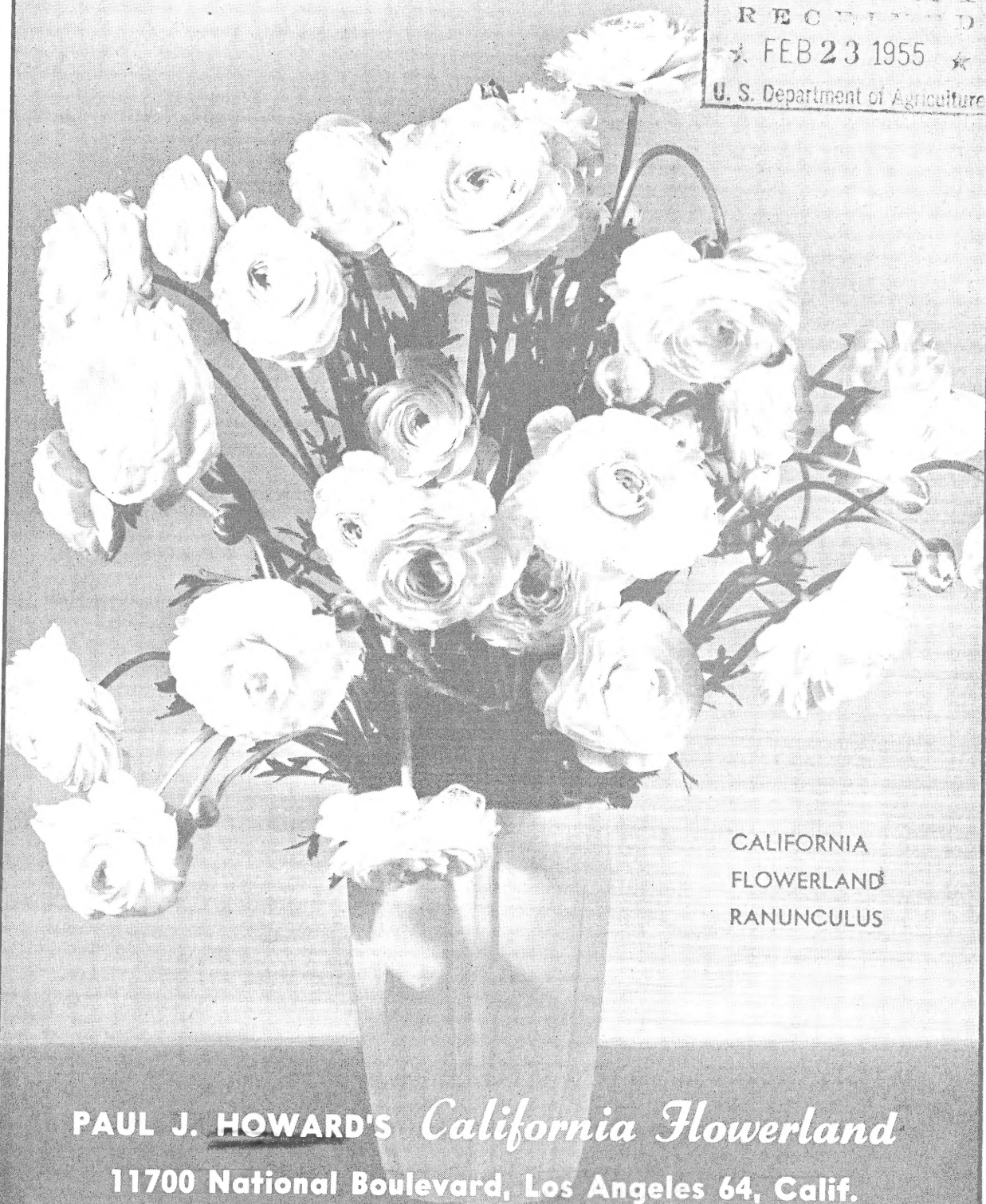


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1954 BULB LIST

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CALIFORNIA
FLOWERLAND
RANUNCULUS

PAUL J. HOWARD'S *California Flowerland*

11700 National Boulevard, Los Angeles 64, Calif.



HERCULES CALLA

Paul J. Howard's

Giant HERCULES CALLA

A California Flowerland introduction, and a marvelous subject for modern landscape planting. The large decorative clumps may be grown in pots or tubs in the patio, or massed in the shade garden. The broad glossy green foliage makes a perfect background for the immense waxy white flowers, which are produced on 4 ft. stems. Hercules Callas make striking large flower arrangements.

NEW LOW PRICE—

**Plants only, Each \$1.25, 3 for \$3.50.
Dozen \$12.50.**

CULTURE OF HERCULES CALLA: Plant in shade or part shade, in rich soil composed of $\frac{3}{4}$ good loam with about $\frac{1}{4}$ peat moss or leaf mold. Add some bone meal to soil mixture. Fertilize regularly with a balanced plant food about once a month. Give plenty of water. Good drainage is essential.

OTHER CALLAS

WHITE CALLA (Aethiopica) Large waxy white blooms for cut flowers and borders in shade. Plant in rich, well-drained soil, August to December **Mammoth Bulbs, 2 for 75c, dozen \$3.75.**

BABY WHITE CALLA Small plants with miniature white callas. Potted plants only, **Each 65c.**

BLACK CALLA (Arum pictum) Exotic blooms of deep velvety maroon, handsome foliage. **Each 75c, 3 for \$2.00, dozen \$7.50.**

PINK CALLA Long slender flowers, light pink to rose pink. Plants grow 12 to 18 inches tall, ideal for pot and garden culture. Plant in late fall and winter. **Each 60c, 3 for \$1.50, dozen \$5.00.**

YELLOW CALLA Lovely golden yellow blooms on tall stems, deep green foliage marked with white. Grow in pots or shady beds in rich soil. **Mammoth bulbs, each 75c, 3 for \$2.00, dozen \$7.50. Large bulbs, 3 for \$1.00, dozen \$3.50.**

MAIL ORDERS

ALL PACKET SEEDS and ALL SMALL BULBS: Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., **sent prepaid anywhere in the United States.**

ALL OTHER BULBS: Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberose, Watsonia—**Prepaid up to and including 4th postal zone.** (This area includes all of Cali-

fornia, Arizona, Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

FREE DELIVERY in Los Angeles Area. Less than 12 Bulbs of any variety or color take the **each or 3 rate**. 50 Bulbs of a variety or color may be ordered at the 100 rate.

Please add 3% sales tax to all orders to be sent anywhere in California, 4% sales tax in Los Angeles. **We do not ship C.O.D. Orders.**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

Telephones: TEXas 02951 — ARizona 31171 — EXbrook 72118

11700 National Blvd., Los Angeles 64, California

California Flowerland

RANUNCULUS

Showiest and most easily grown spring flowers for the Southland. Huge double silken blooms in brilliant shades, colorful in the garden, long lasting as cut flowers.

Paul J. Howard's Jumbo Ranunculus are famed for their brilliant colors, giant size of their lovely flowers and freedom of bloom, each bulb producing dozens of buds and flowers.

Plant in full sun, in well drained soil, after October 1st, when nights are cool. Soak bulbs a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, depending on size of bulbs, and cover about one inch.

Red Shades

Pink Shades

Rose Shades

White

Sunset Shades (Orange)

Soft Yellow

Golden Yellow

California Flowerland Ranunculus,
Mixed Colors.

PRICE: Jumbo, Dozen \$1.50, 100 for \$12.

Large Bulbs, Dozen 75c, 100 for \$5.00.

BRILLIANT ANEMONES



CALIFORNIA FLOWERLAND RANUNCULUS

BULBS FOR BORDERS

Low growing, colorful, excellent for edgings and borders, and for interplanting with taller growing bulbs.

CROCUS. Cup-shaped blooms on short stems, earliest of all spring flowers. Grow in half-shade in the garden, or in pots. White, Yellow, Purple, Striped. Dozen 85c, 100 for \$6.00.

GRAPE HYACINTH, Muscari conicum. Brilliant blue flowers on short spikes, early spring. Lovely with early daffodils. Plant like freesias. Dozen 75c, 100 for \$5.00.

SCILLA CAMPANULATA (Hispanica) Wood Hyacinth. Long slender stems, 10 inches high, thickly set with small bell-shaped flowers. Bright Sky Blue, White. Dozen 75c, 100 for \$5.00.

Paul J. Howard's

ANEMONES

Large poppy-like flowers with broad petals and showy centers, lovely as cut flowers. They resemble Ranunculus in habit of growth and culture; set bulbs with pointed side down.

Blue Poppy. Violet blue with black center.

His Excellency. Scarlet, black center on white.

Rosea. New rose shades.

The Bride. White, center tinted green.

St. Brigid Double Anemones. Large double and semi-double flowers. Brilliant scarlet, rose, lavender in mixture.

California Flowerland Anemones, Mixed Colors.

PRICE: Jumbo Bulbs, Dozen \$1.50, 100 for \$12.00.





CALIFORNIA FLOWERLAND DAFFODILS

California Flowerland DAFFODIL MIXTURE

Many novelty Daffodils, beautiful seedlings as well as popular named varieties of all types make up Paul J. Howard's DAFFODIL MIXTURE. The bulbs are all top quality and have been selected for a long flowering season, from early spring until late, and for vigorous growth. For a showy garden display, mass planting and for an abundance of lovely spring flowers, you can obtain no finer mixture.

Double Nose Bulbs. 3 for 45c, dozen \$1.50,
100 for \$10.00.

DAFFODILS

Paul J. Howard's

EXHIBITION DAFFODILS

All Bulbs offered are Giant or Jumbo Double Nose Size, and will produce at least twice as many blooms as do the ordinary bulbs of commercial or bargain sizes.

ACTEA. Most beautiful of all Poet's Narcissus, with broad pure white petals and small scarlet cup, sweetly fragrant. Lovely for mass planting. 3 for 70c, dozen \$2.00, 100 for \$15.00.

BEERSHEBA. Large handsome ivory white blooms, with broad perianth and long graceful trumpet; tall, vigorous, most beautiful of all white trumpet daffodils. 3 for \$1.45, dozen \$5.00.

FORTUNE. One of the largest and finest perfectly formed flowers of giant size and heavy texture, broad creamy yellow petals and frilled short crown of soft orange. Vigorous, blooms early. 3 for 85c, dozen \$2.75, 100 for \$20.00.

GERANIUM. Finest of the Poetaz type, with clusters of waxy pure white flowers with orange cup, on strong stems; heavy foliage. Fragrant, long lasting, ideal for cut flowers and garden, also for pots. Blooms late. 3 for 70c, dozen \$2.25, 100 for \$16.50.

IRENE COPELAND. Large double flowers, the creamy white petals interspersed with primrose yellow. Showy, vigorous. 3 for 70c, dozen \$2.00, 100 for \$15.00.

JOHN EVELYN. Outstandingly beautiful, with broad flat perianth of waxy pure white, and large densely frilled cup of pale yellow. Vigorous, strong stemmed, blooms freely. 3 for 85c, dozen \$2.75, 100 for \$20.00.

KING ALFRED. Still the finest and most popular of all yellow daffodils. Giant golden yellow, with trumpet 2 inches long; vigorous, free flowering, hardy; plantings increase rapidly and last for years. **Jumbo Bulbs** (Will produce 3 to 5 big blooms per bulb.)

3 for 70c, dozen \$2.50, 100 for \$18.00.

Large Double Nose Bulbs. 3 for 50c, dozen \$1.50, 100 for \$10.00.

MRS. R. O. BACKHOUSE. The famous "pink daffodil." Ivory white perianth, long slim frilled trumpet of apricot pink changing to shell pink; early, long lasting. 3 for 85c, dozen \$2.75, 100 for \$20.00.

SILVER CHIMES. Clusters of pure white flowers having a pale primrose cup. Lovely in the garden, excellent as pot plants. 3 for 70c, dozen \$2.00, 100 for \$15.00.

TWINK. Showy double daffodil of soft yellow and orange; vigorous, free flowering. 3 for 70c, dozen \$2.00, 100 for \$15.00.

and NARCISSUS

Now you can have a spring garden full of Paul J. Howard's quality Daffodils, costing no more than ordinary commercial bulbs. Best of all, Daffodil bulbs will last for years when left in the ground, the plantings multiplying and blooming again each spring.

New Lower Prices of the following Double Nose Bulbs: Dozen of one kind, \$1.75, 100 for \$12.50.

CHEERFULNESS. Clusters of fragrant double white flowers, like small gardenias; charming garden and show flower; hardy, long lasting. **3 for 65c.**

FEBRUARY GOLD. Charming miniature trumpet daffodil, golden yellow with orange fringed edge on trumpet; very early. **3 for 70c.**

LAURENS KOSTER. Fragrant white flowers with orange cup, clusters of 3 to 8, for garden or indoors. **3 for 65c.**

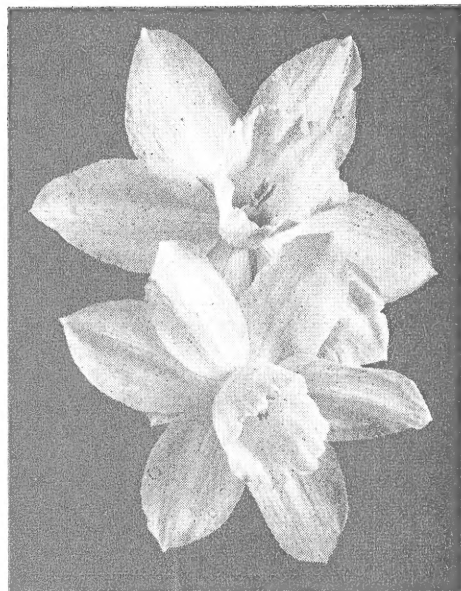
MOONSHINE. Star-shaped creamy white flowers in gracefully drooping clusters. Groups in sun or part shade. **3 for 70c.**

MRS. BARCLAY. Beautiful large flowers with broad overlapping petals of pale yellow, deeply frilled flat cup of primrose yellow, edged bright orange. **3 for 65c.**

ORANGE CUP. Clusters of creamy yellow flowers with frilled orange cup, lovely in the garden and for cutting. **3 for 65c.**

SILVER STAR. Star shaped flowers with broad petals of creamy white, short trumpet of pale primrose yellow; lovely cut flower. **3 for 65c.**

TUNIS. Broad wavy white petals, short trumpet is ivory white, deeply frilled and shaded copy-gold at edges. **3 for 65c.**



MOONSHINE DAFFODILS

POLYANTHUS NARCISSUS

For growing in bowls indoors,
and for early garden bloom.

CHINESE SACRED LILY. Clusters of fragrant white flowers, yellow cups; blooms early. **Mammoth Bulbs, 3 for 85c, dozen \$2.75, 100 for \$18.00.**

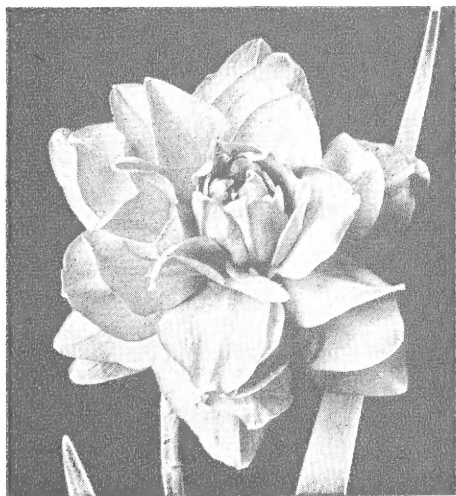
PAPER WHITE NARCISSUS. Pure white fragrant flowers in clusters. We offer the French strain. **3 for 70c, dozen \$2.00, 100 for \$15.00.**

SOLEIL D'OR. Fragrant yellow flowers with orange cup. **3 for 85c, dozen \$2.75, 100 for \$18.00.**

How To Plant Daffodils

PLANTING INSTRUCTIONS: Set bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light,—deeper if soil is light. It should be moist and workable, with some bone meal spaded in, but do not mix manure in soil where bulbs are to be planted. Water thoroughly after planting, and mulch with peat moss or leaf mould. Then do not water again until leaves appear above the ground. Light shade is best for bulbs. Narcissus should be planted in October and November, to give bulbs a good start.

DOUBLE DAFFODIL TWINK



How to grow Narcissus indoors

Select the largest size bulbs of Chinese Sacred Lilies, Paper Whites, and Soleil d'Or. Use bowls just deep enough to hold bulbs upright, and put a layer of pea gravel or crushed rock in the bottom. Place bulbs on gravel, fill gravel around them so they will be firm. Add enough water to just cover lower part of bulbs; if too deep in water, bulbs will rot. Keep water at original level. A bit of charcoal will keep water clean. Store in a cool dark place until roots and tops are well developed, then bring out to light. Keep them as cool as possible, or they may fail to bloom.

FRAGRANT JONQUILS

Dainty little golden yellow flowers, like miniature King Alfred Daffodils, sweetly fragrant, are produced two or more to a stem; foliage is grass-like.

JONQUILA SIMPLEX. True golden jonquil. **Dozen \$1.25, 100 for \$8.50.**

CAMPERNELLE SINGLE. Broad petalled small flowers, deep yellow. **3 for 65c, dozen \$1.75, 100 for \$12.50.**

CAMPERNELLE DOUBLE. Several small double golden yellow blooms to each stem. **3 for 65c, dozen \$1.75, 100 for \$12.50.**



GRACEFUL
LILY -
FLOWERING
TULIPS

(See China
Pink and
Golden Duchess

Paul J. Howard's

Spectacular Novelty TULIPS

Unusual colors, lovely form and tall, strong stems are found among these exotic newer Tulips. These varieties created a sensation in our gardens last spring.

BLIZZARD. Long lasting blooms of waxy pure white, with wavy petals; one of the largest, wonderful for massing. Each 65c, 3 for \$1.50, dozen \$5.00.

BEATOR. Exquisite blooms of deep rose pink, lighter at edges of petals.

CHINA PINK. (Lily Flowering) Graceful lily-type flowers with pointed petals, pure deep pink; especially fine for cutting.

COTE D'OR. Very long-stemmed flowers of bright golden yellow, edged red.

GOLDEN DUCHESS. (Lily Flowering) Deep yellow tulip with long pointed petals; one of the finest.

MODOC. Large cup-shaped blooms on tall stems,—violet lavender with deeper violet edge, one of the showiest.

POGGENBEEK. Brilliant rich deep red with Turkish red edges, one of the showiest we have grown.

PANDION. Outstanding tall growing tulip, with rich violet flowers edged white.

WINNETOU. Vivid orange red with bronze sheen, on very tall stems.

Prices, except as noted: 3 for 70c, dozen \$2.00, 100 for \$15.00.

The Lady Tulip

TULIPA CLUSIANA. Charming tulip for borders and rock gardens, growing 12 to 14 inches tall. Flowers are graceful, with long pointed petals, white, flushed and striped crimson outside. 3 for 65c, dozen \$1.75, 100 for \$12.50.

Prize Winning Tulips

ADVANCE. Tall flame red, flushed orange.

ARISTOCRAT. Large, long-petalled blooms of lovely soft rose.

CORDELL HULL. A Rembrandt tulip, deep blood red, banded and feathered pure white.

INSURPASSABLE. Mammoth tulips on tall, strong stems, orchid lavender with white center.

MRS. JOHN F. SCHEEPERS. Very large golden yellow, on long strong stems, one of the best for Southern California gardens.

PRIDE OF ZWANENBURG. Salmon pink with lighter edge, large flowers on tall stems.

WHITE CITY. Magnificent pure white blooms; finest, most stately of all white tulips.

Price of Tulips in this group: 3 for 65c, dozen \$1.75, 100 for \$12.50.

PARROT TULIPS

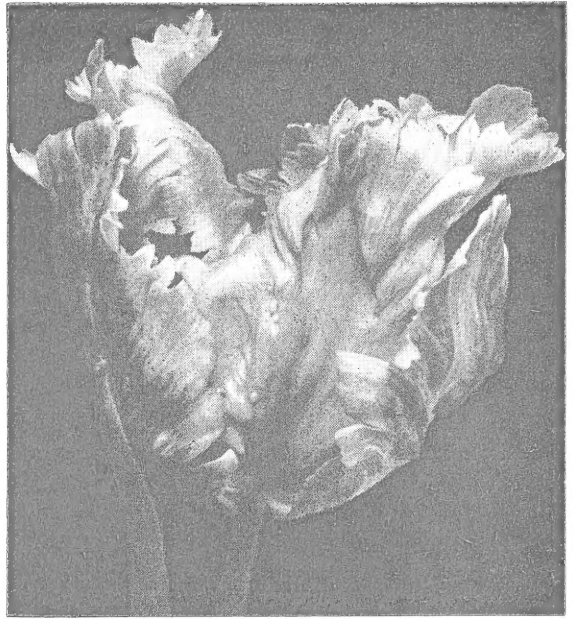
Most exotic of all tulips, with immense flowers of graceful form, often six inches across. Petals are deeply cut and fringed, with heavy ribs and veining. They make striking flower arrangements and showy displays in the garden, planted in groups.

Three Fine Novelties

BLACK PARROT. Deeply cut flowers of purplish black with velvety sheen, a real novelty. 3 for 90c, dozen \$2.50, 100 for \$18.00.

DISCOVERY. Beautiful rosy pink blooms shaded lighter at the edges, with contrasting stripes and markings. 3 for \$1.00, dozen \$3.00, 100 for \$22.50.

WONDER. A marvelous new tulip, with glistening cherry red blooms, deeply cut and marked with green and black; resembles a magnificent fringed peony. 3 for 90c, dozen \$2.50, 100 for \$18.00.



LOVELY PARROT TULIP

BLUE PARROT. Large bright violet flushed steel blue; tall strong stems.

FANTASY. One of the most beautiful of all, soft rose pink with green markings on outside of the deeply frilled petals.

FIREBIRD. Brilliant orange scarlet with green markings and black anthers.

ORANGE PARROT. Vivid deep orange with bronze shadings.

SUNSHINE. Bright golden yellow flowers of heavy texture; early and vigorous.

Price of the above Parrot Tulips: 3 for 65c, dozen \$1.75, 100 for \$12.50.

Double or Peony Flowered Tulips

The big double blooms, with petals of heavy, waxy texture, are produced on tall strong stems and resemble peonies. They are striking in the garden and wonderful as exhibition flowers, when cut.

EROS. Beautiful old rose of giant size.

GOLDEN MARVEL. One of the finest, — very large deep golden yellow.

MAY BEAUTY. Intense red bordered with yellow, one of the showiest in our gardens.

MOUNT TACOMA. Resembles a huge double white peony, one of the best white grown.

Price: 3 for 90c, dozen \$2.50, 100 for \$18.00.

Popular Darwin Tulips

CLARA BUTT. Soft salmon rose.

DILLENBURG. Showy orange red, edged bronze yellow.

EDITH EDDY. Bright carmine red on white ground, with faint white feathering.

FARNCOMBE SANDERS. Brilliant scarlet, white center.

PRIDE OF HAARLEM. Cherry red, blue base, still one of the most popular.

PRINCESS ELIZABETH. Lovely rose pink, white base with blue line.

PRINCESS MARGARET ROSE. Deep buttercup yellow, margined orange red.

QUEEN OF THE NIGHT. Large deep velvety maroon.

YELLOW GIANT. Huge golden yellow, one of the finest.

ZWANENBURG. Beautifully formed large pure white.

CALIFORNIA FLOWERLAND MIXTURE OF DARWIN TULIPS—Our own blend of the above varieties.

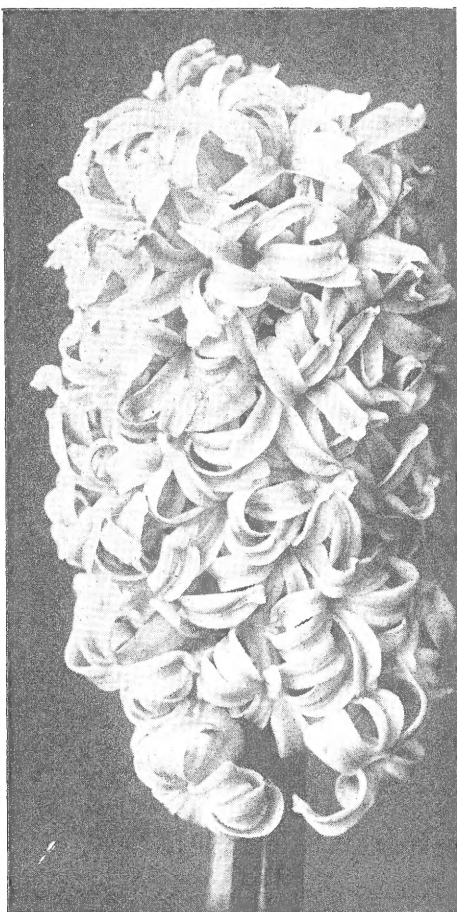
Price of the above Tulips, all Top Size:
Dozen \$1.25, 100 for \$9.00.

How To Grow Gorgeous Long-Stemmed Tulips

Select only the largest size firm bulbs. Buy your bulbs early, and store in the refrigerator until November, or for 30 days. From mid-November through December is the best time for planting Tulips. Plant in sun or half-shade. Spade up soil to a depth of 12 inches and fertilize with bone meal, never manure. Plant bulbs at least 6 inches deep; in light soil, plant 8 inches deep. Cover with a mulch of peat moss, leaf mold or manure, and give bed a thorough, deep soaking right after bulbs are planted. Water lightly, to keep surface from drying out, until tulip leaves appear—then keep bed constantly moist, soaking it oftener and more thoroughly than most other flowers. Water must soak down at least six or eight inches to reach bulbs. Tulips require plenty of water to produce long stemmed blooms.

California Flowerland

GIANT HYACINTHS



GIANT EXHIBITION HYACINTHS

Massive spikes of richly fragrant flowers, blooming in spring. Plant hyacinths in borders or in groups, in the foreground of shrubbery or in drifts among perennials, in sun or half-shade.

CITY OF HAARLEM. Soft yellow, blooms late.

DELFT BLUE. Clear medium light blue.

GERTRUDE. Bright rose pink, very large.

GRAND MAITRE. Deep lavender blue.

JAN BOS. Carmine red with lighter center, considered the best red and excellent for forcing.

KING OF THE BLUES. Rich dark blue.

LADY DERBY. Fine clear rose pink, for bedding and forcing.

L'INNOCENCE. Large pure white flowers on strong, compact spikes, one of the best.

Top Size Bulbs (19 ctm. and up)

3 for \$1.00, dozen \$3.50, 100 for \$28.00.

GARDEN HYACINTHS

(15-16 centimeters)

Gertrude. Rose pink.

Grand Maitre. Deep lavender blue.

Jan Bos. Carmine red.

L'Innocence. Pure white.

Price: 4 for \$1.00, dozen \$2.50,
100 for \$17.50.

FRENCH ROMAN HYACINTHS

Earliest to bloom, each bulb produces several graceful spikes of dainty fragrant hyacinths. Plant bulbs in early fall, for blossoms at Christmas time, using 3 or more to each pot. **White only.** 3 for \$1.00, dozen \$3.00, 100 for \$22.50.

How To Grow Fine Hyacinths

POT CULTURE: Select only the largest Hyacinth bulbs. Pot them in rich soil, $\frac{1}{2}$ to $\frac{2}{3}$ of the way down in the pot; providing good drainage, either singly in 4-inch pots or plant three or more in 6-inch pots or bulb pans. Water thoroughly, then store in a cool dark place for at least a month, until roots are well developed and top growth starts. Then bring into light, keep at cool temperature and water regularly.

FOR PLANTING OUTDOORS: Plant Hyacinth bulbs in groups in well drained soil, 6 inches deep. Water well, and keep moist. Buy only largest bulbs and remove all side bulblets.

HOW TO GROW HYACINTH IN WATER: Fill vase so BULB WILL NOT STAND IN WATER but barely touches it. Keep vase in coolest, darkest place, preferably cool closet or garage; avoid dampness. Watch water level each week, keeping water constantly just at base of bulb. Keep in dark place (usually several months) until flower bud is about 3 inches tall. Expose gradually to daylight. Sprouts will turn deep green and flowers develop rapidly.

Paul J. Howard's

GARDEN LILIES

Plant these showy stately subjects in groups, among shrubbery, ferns, and other sheltered spots. They are easy to grow, need only good drainage and soil enriched with compost or leaf mold. Fertilize with bulb food several times during the summer, and mulch with peat moss to keep ground cool.

Madonna Lilies and White Elf (*L. candidum*) should be covered with one inch of soil, all others should be planted about 4 inches deep. Plant lily bulbs as soon as they are received.

MADONNA LILY

CASCADE STRAIN (*Lilium Candidum*) Finest of all Madonna Lilies,—hardy, disease resistant, with heavy foliage and tall massive clusters of waxy pure white lilies of richest fragrance. Blooms in early summer. Plant early in fall, in a sunny situation, cover one inch. **Each 70c, 3 for \$2.00, dozen \$7.00, 25 for \$12.50.**

White Elf. Perfect miniature Madonna Lily, with small fragrant pure white lilies of startling beauty; charming for cut flowers and the garden; vigorous. **Each \$2.00, 3 for \$5.00.**

GOLD BAND LILY. (*L. Auratum platyphyllum*). Immense fragrant lilies, waxy white with gold band through each petal, the dots and stamens rich maroon-brown, are produced in great clusters on tall strong stems, in late summer. **Each \$1.50, 3 for \$4.00.**

LILIUM HENRYI. Clusters of striking deep orange yellow lilies, on tall strong stems, late summer, easily grown. **3 for \$1.75, dozen \$6.50.**

BELLINGHAM HYBRIDS. A showy, improved strain of West Coast native lilies, the tall stems bearing dozens of blooms in brilliant tones of orange and red, spotted brown. **Each 60c, 3 for \$1.50, dozen \$5.00.**



REGAL LILY

OLYMPIC HYBRIDS. A marvelous improved strain of Regal lily, with big clusters of broad-petalled fragrant blooms, ivory white with green and soft rose and russet tints on outside of petals. **Each 65c, 3 for \$1.75, dozen \$6.50.**

REGAL LILY. Easiest of all garden lilies to grow, clusters of fragrant white flowers, shaded rose and chocolate brown outside. **3 for \$1.50, dozen \$5.00.**

SUNSET LILY. Clusters of bright red blooms, shaded orange at center and spotted brown. Hardy, easy to grow. **Each 60c, 3 for \$1.50.**

RED CHAMPION. Most beautiful of all Rubrum lilies. White shaded rose with deep crimson bands and dots, richly fragrant. **Each \$1.25, 3 for \$3.50.**

Paul J. Howard's IRIS KAEMPFERI (Japanese Iris)

Most beautiful and exotic of all Iris, with immense, broad petalled blooms in mid-summer. Rich tones of orchid, mauve and purple predominate.

Plant in fall or spring, in rich moist soil, slightly acid, where the plants will have slight shade. Water frequently and give occasional light applications of acid plant food.

CAROLINE G. CHILDS. Graceful single flowers with broad white petals veined violet blue; standards blue and white.

DOMINATOR. Single, large indigo blue with narrow white stripes on petals and lighter center, rich and showy.

ELEANOR PARRY. Double flowers of claret purple, changing to flame and blue as flowers age.

NISHIKI—YAMA. Huge double blooms of mauve, flushed and veined white. Petals have center stripe of deeper mauve.

PRICE: Each 98c, dozen \$9.00.

Collection of 4 Iris, one of each variety, for only \$3.00.

Paul J. Howard's

DUTCH IRIS

We offer a marvelous new strain, with lovely flowers of greater size and heavier substance than those of older varieties, in new shades and combinations of colors. You will want to plant these Dutch Iris in quantity, for their artistic long lasting flowers.

AVIATEUR. Purple blue, lip is bright corn-flower blue.

BELLE JAUNE. "Beautiful Yellow" with deep golden lip.

BLUE CHAMPION. Enormous brilliant blue, self color.

BLUE RIBBON. Flowers of huge size and heavy substance, intense violet blue, an outstanding cut flower, on tall strong stems.

BRONZE QUEEN. Bronze with blue shading; blue lip spotted orange.

KING MAUVE. Rich violet mauve, one of the largest.

LE MOGOL. Deep bronze flowers with olive lip; blooms late.

PRINCESS BEATRIX. Fine deep yellow, lovely cutflower.

PRINCESS IRENE. Pure white, yellow lip.

WHITE PEARL. Very large white, with yellow spot on lip.

Price of the above New Dutch Iris:
3 for 55c, dozen \$1.75, 100 for \$12.00.



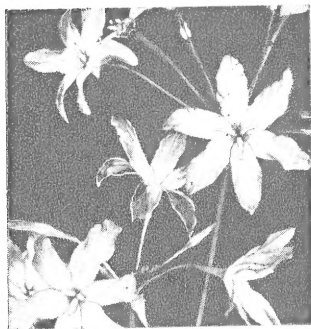
DUTCH IRIS

WEDGEWOOD IRIS. Favorite large clear blue, wonderful for massing, blooms early.

Dozen \$1.00, 100 for \$7.50.

Culture of Dutch Iris—Plant early in fall, in sun or partial shade, in well drained, carefully prepared soil, 3 to 4 inches deep. Keep well watered after foliage appears.

GLORY OF THE SUN



GLORY OF THE SUN

Leucocoryne ixioides odorata. Star-shaped fragrant flowers of a lovely shade of blue, in sprays on slender stems. Attractive for cutting and for low borders in garden. **Dozen \$2.00, 100 for \$15.00.**

SPRING SNOWFLAKES

Leucojum vernal. These charming spring flowers resemble lily-of-the-valley, with spikes of small white bells, tipped green. Easily grown in ordinary soil. Plant 3 inches deep and 3 to 8 inches apart, in groups and as low edgings, where they may remain for years.

Dozen \$1.50, 100 for \$10.00.

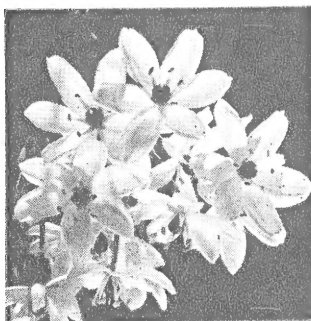
STAR OF BETHLEHEM

Ornithogalum arabicum. One of our finest spring flowers, should be more widely planted. The pure paper-white blooms, with jet black centers, are borne in round clusters on tall strong stems, and last for several weeks when cut. **Extra large bulbs, dozen \$1.75, 100 for \$11.50.**

IXIA

Strikingly showy flowers, star or cup shaped, in bright shades of crimson, rose, red, yellow, also white, with contrasting centers, on slender stems about 10 inches high, bloom many weeks in the garden. Plant in sun or half-shade, in well drained soil; cover one inch. **Mixed Colors only. Dozen 50c, 100 for \$3.50**

STAR OF BETHLEHEM



Paul J. Howard's

GIANT FREESIAS

The graceful flower clusters are produced on strong, wiry stems, Freesias are sweetly fragrant, prized for cutting and for permanent borders.

Easily grown, plant in early fall, in sun or half-shade, in well prepared soil mixed with compost, leaf mold or peat (no manure) and some bulb fertilizer. Set bulbs 2 inches deep, 3 inches apart, and water regularly.

Pure White

Golden Yellow

Bright Red

Soft Pink

Blue

Lavender

Mixed Colors

NEW DOUBLE FREESIAS. For cut flowers and garden display, these are unsurpassed. Big double fragrant blooms in large clusters, on strong stems.

Double Yellow (Elder's Judy) and **Double White.**
PRICE of all Freesias, Top Size Bulbs, dozen \$1.00, 100 for \$7.50.

FLAME FREESIA

Tritonia Crocata. Long stemmed sprays of showy open flowers in vivid colors, as easily grown as Freesias, and long lasting when cut.
Mixed Colors. Dozen 85c, 100 for \$6.00.

SPARAXIS

Spikes of flaring, star-shaped flowers, in brilliant shades of orange, red, yellow, pink, lavender, with contrasting colors in throat. They grow about 12 inches high. Plant like Freesias, in full sun. We offer New Hybrids, in Mixed Colors. **Dozen 85c, 100 for \$6.00.**

WATSONIA

Quite similar to Gladiolus in form, habit of growth and culture. Flower spikes are tall and slender, long lasting, charming for cutting. Plant 4 inches deep in good soil, in sun or half shade. Bulbs may be left in the ground for several years.

Adelaide. Rose pink.

Lara. Fuchsia red.

Malvern. Orchid.

Mrs. Bullard's White.

Pink Glory. New soft pink.

Dozen \$1.25, 100 for \$8.50.

FOR TROPICAL PLANTINGS

AMARCRINUM HOWARDII

Huge clusters of soft pink, lily-like blooms resembling Amaryllis Belledonna, are produced on long, strong stems; broad, strap-leaved evergreen foliage. May be grown in large pots or tubs for patio decoration, or in the garden. **Each \$5.00.**



GIANT FREESIAS

BABY GLADIOLUS

Slender spikes of butterfly-like flowers, for graceful flower arrangements and garden display. They are as easily grown as the larger gladiolus, but because they bloom so early, are never affected by thrips. Plant in sandy loam, in full sun, about two inches deep.

Amanda Mahy. New salmon pink.

Firetail. Vivid orange scarlet.

Peach Blossom. Soft light pink.

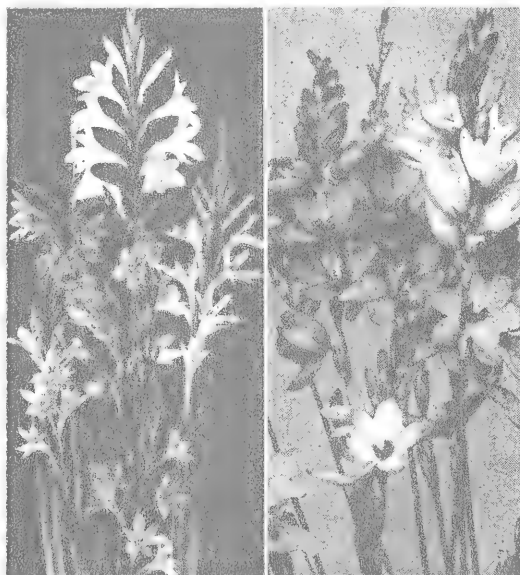
Spittfire. Bright scarlet.

Price: Dozen \$1.50, 100 for \$10.00.

TRISTIS CONCOLOR. A fragrant Baby Gladiolus from Africa, with white or nearly white flowers on tall slender stems, that have a sweet fragrance after sundown. One of the most charming of all. **Dozen \$2.00, 100 for \$15.00.**

WATSONIA

IXIA



CALIFORNIA FLOWERLAND CANNAS

Plant Cannas in borders, beds and in large pots, where colorful displays for summer are wanted. Grow them in full sun, in rich soil, and give them plenty of water.

POPULAR CANNAS

ALEMANNIA. Bright red, margined yellow.
CITY OF PORTLAND. Large rose pink.
COPPER GIANT. Coppery orange.
EUREKA. Creamy white.
FOREST FIRE. Immense flaming coral rose.
KING HUMBERT. Scarlet, bronze foliage.
MRS. ALFRED CONARD. Salmon pink.
MRS. PIERRE S. DUPONT. Watermelon pink.
RICHARD WALLACE. Yellow with greenish shading.
THE PRESIDENT. Tall brilliant red.
PRICE: 3 for 75c, dozen \$2.50, 100 for \$18.00.

CALIENTE. Paul J. Howard's sensational Red Canna, which we can now offer again. The massive flower trusses produce numerous side branches, rising from the heavy bronze foliage. The immense blooms have broad rounded petals of glistening scarlet red. One of the tallest and showiest. **Each 75c, 3 for \$2.00, dozen \$7.50.**

The Howard Opera Series

Immense blooms in new pastel tones, handsome foliage, great vigor and freedom of bloom distinguish this new strain.

AIDA. Light salmon rose.
LA BOHEME. Soft rose peach.
LA TRAVIATA. Rich old rose.
MME. BUTTERFLY. Gold overlaid with soft pink.
RIGOLETTO. Lovely canary yellow.
MIGNON. Deep coral rose.
PRICE: Each 75c, 3 for \$2.00, dozen \$7.50.

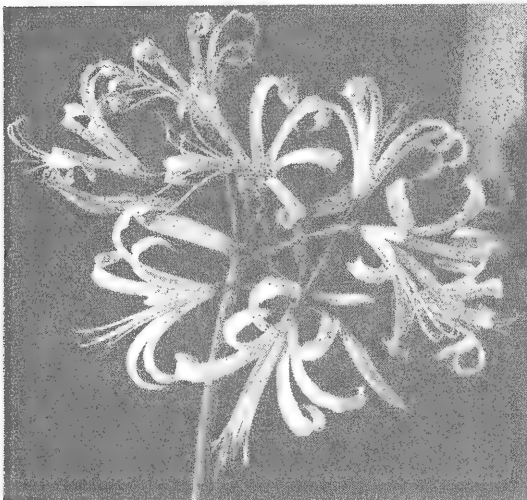
Striking New Cannas

ITALIA. Tall strong clusters of vivid scarlet blooms are bordered with golden yellow, throat is yellow, blotched red. Foliage is massive bright green; grows to 4 ft. high, and prefers some shade. Wonderful grown in tubs for patio decoration.

ROSAMOND COLE. A charming low growing canna with big red blooms edged yellow. Excellent as a pot plant and for borders and small areas.

PRICE: Each 75c, 3 for \$2.00, Dozen \$7.50

EXOTIC BULBS FOR POT CULTURE



SPIDER LILY

GIANT HYBRID AMARYLLIS

One of the showiest and most easily grown subjects for pot culture, and equally striking in the garden. Each giant bulb produces one or more massive stems with 3 to 6 huge lily-like blooms. We offer **Crimson, Scarlet, White** with stripes of pink and crimson, and **Near White.**

Each \$1.00, 3 for \$2.75, dozen \$10.00.

Mixed Colors, each 75c, dozen \$7.50.

AMARYLLIS BELLEDONNA

Beautiful large clusters of bright pink blooms, on long strong stems, appear in summer after foliage has died down. Plant among ferns or low shrubbery for best effect. **3 for \$1.35, dozen \$5.00.**

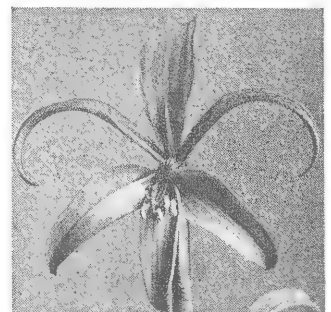
SPIDER LILY

Lycoris radiata. Bright rose pink lilies with long, narrow petals that are waved and crinkled, on long strong stems, one of the most fascinating bulbs. Plant 3 bulbs in a 5-inch pot, or grow outdoors; culture same as Amaryllis. **3 for \$1.00, dozen \$3.50.**

AZTEC LILY

SPREKELIA
Brilliant Aztec Lily

Sprekelia Formosissima. Striking, orchid-shaped blooms of brilliant red on long stems, in late spring and summer, deep green foliage. Culture same as for Amaryllis. **Each 75c, 3 for \$2.00, dozen \$7.50.**



Bulbs for Summer Bloom

Tuberose. Double Pearl. Long slender spikes of creamy white double flowers with rich fragrance. **Dozen \$2.50, 100 for \$18.00.**

Tigridia—Mexican Shell Flower. Striking, oddly formed cup-shaped blooms with three pointed petals, in shades of red, rose, orange, yellow and white, variously marked. Bulbs ready in February. **Mixed Colors, Dozen \$1.75, 100 for \$12.00.**

California Flowerland **GLADIOLUS**

Paul J. Howard's is noted for rare and unusual Gladiolus. Our top-size bulbs will produce magnificent spikes of blooms of exhibition quality.

APPASSIONATA. Large waxy white blooms with violet stripes on lower petals, lovely for cutting.

ATATURK. Striking and very dark purplish red, shaded and blended with brown.

BELLE JAUNE. Beautifully formed flowers with lightly waved petals, clear deep yellow, on tall stems; fine cut flower, early, vigorous.

BURMA. Magnificent deeply ruffled rosy red.

CIRCE. Brilliant russet orange with red throat and cream marking.

DR. FLEMING. Marvelous bright reddish pink, white markings on throat, very large and vigorous, one of the best.

EVANGELINE.—NEW. Glistening soft shell pink with light cream in throat, fine florist's flower.

FIAT LUX. Tall spikes of golden yellow blooms, tinted green at center, buds light green; vigorous, richly colored.

JO WAGENAAR. Very brilliant deep red with white line lower petal; tall and vigorous.

KALEIDOSCOPE. Vivid smoky orange with rich yellow throat, ruffled petals, outstanding and showy in our gardens last summer.

LAVENDER DREAM. Soft pure lavender, perfect in form and color, with cream throat and darker markings. We consider this the finest lavender we have grown.

MODERN TIMES. Bright wine red with two narrow white lines on lip.

OBERBAYERN. Dark brilliant blue with cream stripes on upper petals and cream blotches on lower ones, tall slender spikes.

POLENYSIE. Lovely big ruffled blooms of pure salmon; grows very tall.

PRAIRIE. Striking new smoky, combinina violet tones with ashes of roses, with brown and rose shadings.

SILVER GULL. Distinct in form and color, the flowers wide open with pointed petals, pale silver blue, marked cream; tall stems, strong grower; lovely cut flower.

SHERWOOD. Striking and beautiful, with big ruffled blooms of deep purple, darker at center. Tall, strong growing.

SPIC and SPAN. Bright salmon pink blooms, deeply ruffled, on tall strong spikes; one of the best and most popular for cut flowers.

TOBRUK. Velvety maroon, so dark it seems almost black, with deeply ruffled petals, on strong stems.

UHU. Outstanding smoky rose with brown shadings, one of the best.

WHITE GODDESS. Stately spikes of immense white blooms, heavily ruffled; one of the tallest grown.

Dozen \$2.00, 100 for \$15.00.

Try these New Art Shades for Decorative Effect

APPASSIONATA. Waxy white, violet stripes on lower petals.

KALEIDOSCOPE. Ruffled smoky orange, yellow throat.

PRAIRIE. Smoky violet and rose with brown and brighter rose shading.

TOBRUK. Velvety blackish maroon, deeply ruffled.

UHU. Smoky rose shaded and marked with brown.

ART COLLECTION
3 each (15 bulbs) for
\$2.75

POPULAR VARIETIES

ABU HASSAN. Fine dark blue, tall strong spikes.

BLOEMFONTEIN. Light salmon rose with yellow blotch, lovely cut flower.

BOULOGNE. Velvety claret red, outstanding in the garden.

LEEUWENHORST. Beautiful big blooms of light lavender pink to salmon, small purple markings; tall.

MANSOER. Deep red with velvety sheen and darker shading.

MRS. MARKS' MEMORY. Mammoth ruffled flowers of reddish magenta.

MORNING KISS. Lovely new pure white with deep lavender red markings in throat.

RED CHARM. Very large flowers of clear red, on tall straight stems.

SNOW PRINCESS. Popular early pure white, favorite cut flower.

YELLOW HERALD. Rich amber yellow with carmine in throat, tall stem.

Dozen \$1.00, 100 for \$7.50.

CULTURE

Plant Gladiolus bulbs any time from November to April, for continuous bloom all spring and summer. They should have a sunny location. Plant bulbs in well-drained soil, 4 to 5 inches deep and about 6 to 8 inches apart. Mix a little bone meal in the soil, but do not use manure. Water regularly, and when plants have developed 5 or 6 leaves, begin spraying for thrips. (Use Thripocide) Protect Gladiolus also from slugs and snails with a good snail bait.

Paul J. Howard's Flower Seeds

for Winter and Spring Bloom

NOVELTIES AND SPECIALTIES

CALIFORNIA FLOWERLAND CINERARIA

Giant Flowered Hybrids. Crimson and Carmine, Blue, Salmon, White and Mixed Colors. **Pkt. 50c.**

Stellata. Clusters of star-shaped flowers on tall plants. **Pkt. 50c.**

Cremer's Prize Mixture. Large flowerheads, heavy foliage. **Pkt. 50c.**

Siter's Rainbow Mixture. Huge heads of white-centered flowers. **Pkt. 50c.**

GIANT PANSY

Paul J. Howard's Swiss Giants. Immense richly colored, long stemmed Pansies, bloom many months. Mixed Colors. **Pkt. 50c.**

Butterfly Pansies. Huge pastel blooms with very long stems. **Pkt. 50c.**

Flowerland Gold. Giant flowers of brilliant yellow. **Pkt. 50c.**

Moon Moth. Immense pure white flowers of beautiful form. **Pkt. 50c.**

Felix. (Cat's Whiskers) Flowers of various colors, with contrasting stripes and markings. **Pkt. 50c.**

CALIFORNIA FLOWERLAND BEDDING PANSIES, Mixed Colors. **Pkt. 35c.**

BELLS OF IRELAND

Molucella Laevis. For striking flower arrangements. Long curved stems are thickly covered with flaring, bell-shaped flowers, the same light green as the foliage, with spicy fragrance; long lasting when cut. **Pkt. 50c.**

TRYSOMIC STOCKS

Imperial Branching Type. This new strain will produce as high as 85% double flowers. Stocks must have good drainage, should be irrigated, not sprinkled.

Bright Rose

Canary Yellow

Chamois Yellow

Fiery Red

Lilac Lavender

Navy Blue

White

Mixed Colors

Packet 50c, 6 pkts. for \$2.50.

MULTIFLORA SWEET PEAS

A marvelous new strain with flowers of great size and beauty, on extra long, strong stems, usually several more to a stem than ordinary sweet peas produce under similar conditions.

Soak seed overnight, before planting in rich, deeply prepared soil that is moist but not sticky.

Beauty Rose Large
rosy red.

Deep Rose

Rose Clear rose pink

Salmon Pink.

Orchid Orchid lavender.

Orange Cerise.

Whirlwind Light Pink.

Mixed Colors.

Packet 50c, 6 pkts. for \$2.50.

(One packet will plant 10 ft. of row.)

ALL FLOWER SEEDS SENT PREPAID.

Please add sales tax to all California orders.

ARCTOTIS. California Flowerland New Hybrids.

A wonderful selection of new art shades. **Packet 35c.**

BACHELOR BUTTON. (Centaurea cyanus) **Jubilee Gem,** blue; **Red Boy,** red; **White;** **Mixed Colors.** **Pkt. 25c.**

CALENDULA

Pacific Beauty Strain. Apricot, Cream, Lemon, Persimmon, and Mixed Colors. **Pkt. 25c.**

Orange King, Lemon Queen. **Pkt. 25c.**

CANTERBURY BELLS. Cup and Saucer. Blue, Rose, White, Mixed Colors. **Pkt. 25c.**

COLUMBINE. Long Spurred Hybrids. Blue Shades, Crimson Star, Mixed Colors. **Pkt. 25c.**

CYCLAMEN. Finest Mixture, All Colors. **Pkt. \$1.00.**

DELPHINIUM Pacific Giants

Astolot. Rose and rosy lilac shades

Black Knight. Dark blue, dark bee; **Blue Jay,** medium blue, dark bee; **Blue Bird,** medium blue, white bee; **Cameliard,** lavender, white bee; **King Arthur,** deep violet, white bee; **Lancelot,** lilac, white bee; **Gallahad,** pure white; **Summer Skies,** light blue, white bee; **Round Table, Mixture of All Shades.** **Pkt. 50c.**

FORGETMENOT. (Myosotis) **Early Blue Bird.** **Pkt. 25c.**

FOXGLOVE. New Excelsior Strain. Long bell shaped flowers cover the stems all around. Mixed Colors. **Pkt. 35c.**

GAZANIA. California Flowerland Padre Hybrids. Large daisies, oddly marked and shaded, unusual art shades; bloom constantly. **Pkt. 50c.**

GERBERA. Transvaal Daisy. Large single, long stemmed daisies, crimson, rose, orange, pastel pinks, cream and yellow, in mixture only. **Pkt. of 35 seeds, 25c.**

Flower Seeds for Winter and Spring Bloom

HOLLYHOCK. Double Giant. Rose, Newport Pink, Salmon, Scarlet, Maroon, Yellow, White and Mixed Colors. **Pkt. 25c.**

ICELAND POPPY. Emperor, orange; **Empress,** salmon, rose and pink shades; **California Flowerland Hybrids,** Mixed. **Pkt. 25c.**

LARKSPUR. Supreme. Double Light Blue, Dark Blue, Pink, Rose, White, and Mixed Colors. **Pkt. 25c.**

PENSTEMON Gloxiniodes. Sensation Mixed. **Pkt. 25c.**

PRIMULA Primrose

Malacoides. Baby Primrose. Red, Deep Rose, Lavender, White, and Mixed Colors. **Pkt. 50c.**

Obconica. For pot plants and bedding. Crimson, Blood Red, Pink, Salmon, Blue, Purple, White, and Mixed Colors. **Pkt. 50c.**

Rust Resistant SNAPDRAGONS

Maximum. (3 ft.) Crimson, Pink, Rose, Orange Scarlet, Copper, White, and Mixed Colors.

Super Majestic. (1½ to 2 ft.) Light Pink, Rose Pink, Rose and Amber, Crimson, Orange, White, and Mixed Colors.

Giant Ruffled Tetra Snapdragons. Pink, Rose, Orchid, Yellow, White, and Mixed Colors.

Dwarf Magic Carpet. Short flower spikes, pink shades, spreading plant.

PRICE of all Snapdragons:

Pkt. 25c., 5 pkts. \$1.00

FLOWER SEEDS

For Ground Covers, Borders

ALYSSUM. Royal Carpet. (AAS-1952) A new type of Alyssum, very dwarf spreading plant, blooms many weeks. Flowers vibrant purple. **Pkt. 35c, ¼ oz. \$2.50.**

ALYSSUM. Carpet of Snow. White, 3 inches high. **Violet Queen.** **Pkt. 25c, oz. 85c.**

Alyssum Saxatile. Basket of Gold. Perennial Golden yellow flowers, silvery leaves. **Pkt. 25c.**

BELLIS. English Daisy. Crimson, Rose, White, and Mixed Colors. **Pkt. 25c.**

CANDYTUFT Umbellata. Mixed Colors. **Pkt. 25c, ½ oz. 50c.**

Candytuft. Dwarf Coronaria Gem. Grows only 6 inches high, deep green foliage, pure white flowers, fine edging plant. **Pkt. 25c.**

NEMESIA Nana Compacta. Mixed Colors. **Pkt. 25c.**

VIOLA Cornuta. Light Blue, Dark Blue, Yellow, White, Apricot, Ruby Crimson, **Georgia Peach.** Light peach colored ruffled flowers. **Mixed Colors. All, Pkt. 25c.**

VIRGINIA STOCK. Malcolmia maritima. Mixed Colors. **Pkt. 25c, ½ oz. 50c, oz. 90c.**

STOCKS

Giants of California Branching Stocks. (2½ ft.) Blue, Lavender, Pink, Deep Rose, Rose Carmine, Blood Red, Purple and Mixed Colors.

Column or Giant Excelsior. (3 ft.) Ball's Apricot, Ball's Blue, Chamois Pink, Illusion-scarlet, Lilac Lavender, Pink Giant, Ruby Yellow Wonder, Purple Heart, White and Mixed Colors.

Double Ten Week Bedding Stocks. (1 ft.) Azure Blue, Dark Blue, Flesh, Deep Rose, Blood Red, White, and Mixed Colors.

PRICE of Above Stocks.

Pkt. 25c. 5 pkts. for \$1.00

SWEET PEAS

Early or Winter Flowering Spencers. For winter and summer bloom. One packet of seed will plant 10 feet of row; an ounce will plant 35 feet.

Bright Light, scarlet; **Celestial,** rose pink; **Aviator,** bright crimson; **Kate Smith,** rose; **Memory,** lavender; **Sequoia,** golden cerise; **Othello,** maroon; **Oriental,** cream; **Treasure Island,** golden orange; **Triumph,** lilac; **Waves,** bright lilac; **White Giant,** and **Mixed Colors.**

PRICE of All Sweet Pea Seed:

Pkt. 25c, 5 pkts. for \$1.00, ½ oz. 40c, 1 oz. 70c, ¼ lb. \$2.25, 1 lb. \$7.50.

CALIFORNIA WILD FLOWER SEEDS

CALIFORNIA POPPY. Escholtzia Aurantiaca. **Pkt. 25c, oz. \$1.00, lb. \$10.00.**

LUPINUS Nanus. Blue Bonnet. **Pkt. 25c, oz. \$1.00.**

NEMOPHILA. Baby Blue Eyes. **Pkt. 25c, ½ oz. 60c, oz. \$1.00.**

CALIFORNIA WILD FLOWER MIXTURE. **Pkt. 25c, oz. \$1.25, lb. \$12.00.**

ANNUAL FLOWER MIXTURE

A well-balanced mixture of the most popular Annual Flowers, for cut flowers and garden display. Broadcast seed in large areas, slopes; fine for children's gardens, too. **½ oz. 25c, oz. 45c. ¼ lb. \$1.25.**

BOOKS ON BULB GARDENING

Garden Bulbs, in Color. McFarland, Hatton & Foley. 275 Illustrations in color, with descriptive text and culture information. **\$3.95.**

The New Book of Lilies. Jan de Graaf, America's leading authority on Lilies. Illustrated with 17 color photos, 12 pages of drawings **\$3.50.**

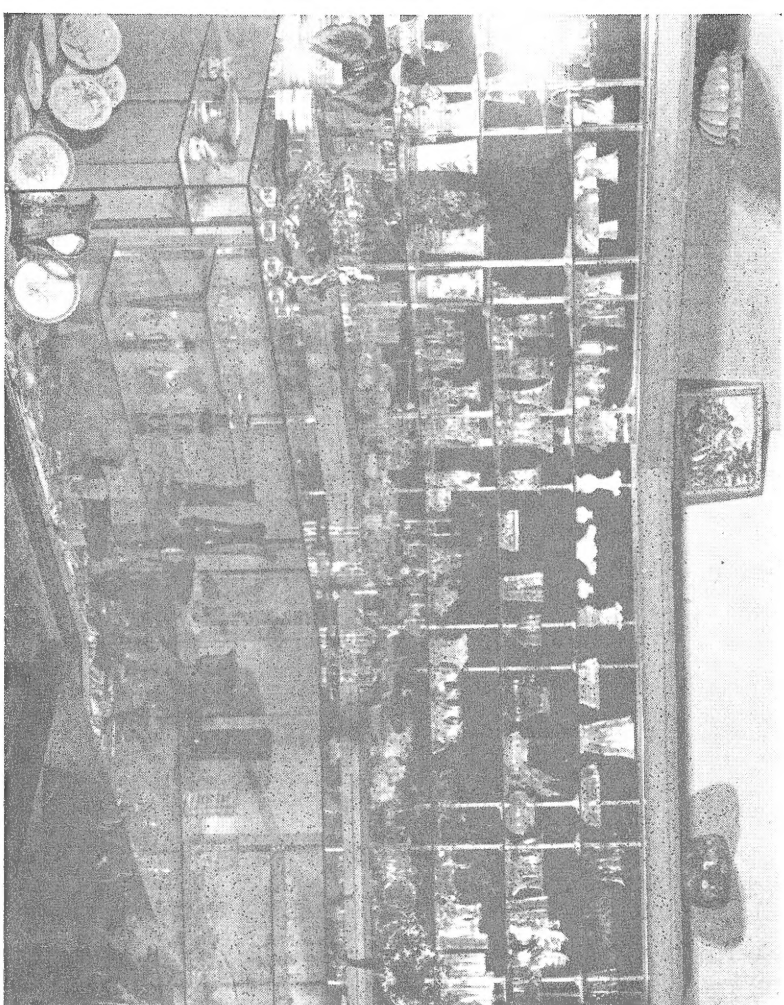
Sunset Western Garden Book. A "Must" for California gardeners. Gives authentic, concise information on Bulbs as well as other plant materials. **\$2.95.**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

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